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LA ROCHEtte NURSERY

1952

FUCHSIA OFFERING

VICTOR REITER, JR.

1195 Stanyan Street

San Francisco 17,

California

LOmbard 6-2929



OCT 3 0 1951

U.S. Department of Ag

We are pleased to present our latest accomplishments in fuchsia hybridizing on this our fifteenth year of fuchsia introductions.

On this our crystal anniversary, we have selected only pastel varieties with white or pale sepals to celebrate the progress made in this group of fuchsias with which LaRochette is so closely identified.

With the advent of the "near" white fuchsias Brentwood (Evans) and its descendant Ave Maria (Reiter, Sr.) better varieties were painstakingly evolved including Marionette (Reiter, Jr.), Joan of Arc (Reiter, Jr.), and Flying Cloud (Reiter, Jr.). The work toward white varieties comparable to the best dark colored varieties still goes on and we have selected two new "whites" for 1952 introduction. We do actually have an all white fuchsia in our test field but we do not feel it is adequately tested for general cultivation. However, the two "near" white varieties we are offering this year show some of the progress we have made. The ever-so-slightly tinted **Snowball** and the considerably tinted **Innocence** are real advances. **Snowball** is offered strictly on the merit of its huge flowers and is intended for the eager enthusiast only. We have withheld this variety since 1947 but it can be so exquisite in the hands of master growers that we are releasing it for them. **Innocence** on the other hand is far from pure white but its sparkling mass of flowers on a dense perfect bush and the ease of its culture will make it a joy for everyone.

The three pastel varieties offered represent larger and more distinguished flowers in the delicate blue and rose groups. **His Excellency**, a typical globular purple in petalage, has white tube and sepals: **Gray Lady** is a larger flower of Blue Pendant type but with petals of pale grayish-blue and sepals of palest rose: **Tutu** is all the delicious delicacy of rose and blue we have been wanting in a large flowered fuchsia showing heat tolerance.

We are adding to this crystal jubilee presentation a sport of Nonpareil which we have had the pleasure of naming Mrs. Lawrence Lyons. Mrs. Lyons' Pacific Grove garden contains the largest collection of named fuchsias in the world, nearly 1000, and it is thanks to her observing eye that this fine fuchsia has been made available. A fine fuchsia named for a gracious lady.

1952 REITER INTRODUCTIONS

Colors in the following 1952 descriptions taken from the
Horticultural Color Chart of the
Royal Horticultural Society.

A creamy prize

SNOWBALL. A huge all-white fuchsia of classical form on a vigorous plant. Petalage is creamy white and very double, developing into a large rounded formal ball. The white sepals are long and reflexed completely in the mature flower. However, there is a flush of pink in the base of the sepals and at the base of the tube. Most of the slight coloring is masked by the reflexed sepals making the name Snowball accurately descriptive. The plant is vigorous with large leaves and for best results it should be grown under moist conditions in warmish shade with good drainage. The flowers open from small buds but continue to grow to huge size requiring good conditions for peak display. A plant for the fuchsia admirer willing to take special pains. Grown well Snowball compares favorably with the best double fuchsia of any color. Noteworthy.

A Fuchsia of Distinction

HIS EXCELLENCE. A fine double globular "purple" with white tube and sepals. The medium to large flowers are of the typical globular purple form with the same desirable pagoda type sepals found in the best purples. However, the sepals are white instead of the customary magenta. The white coloring of the sepals extends into the base of the Violet (HCC 35/1) petals which also contain flecks of rosy white. As the flowers continue to grow the violet coloring changes to Orchid Purple (HCC 31/0-31/2). Buds are white. A beautiful flower that fades attractively and a fine plant with exceptional, small foliage. Typical of the newer types, the flower continues to expand until it drops. Best coloring is obtained under good growing conditions. **The must of the year.**

A Delicate Melody

GRAY LADY. Another fine fuchsia in the pale bluish tones. The greenish white buds develop into flowers of perfect double form with upright rosy white sepals and with convoluted petals that spread into a starched globular arrangement. They are of an exquisite pale greyish blue cast (officially pale Campanula Violet HCC 37/2) fading to a delicate lavender rose as the flowers age. In delicacy of coloring and perfection of form it is unsurpassed. The plant is vigorous and upright but it should be given some shade. Deserving of the best conditions, it is recommended for coastal areas.

Exemplary Generosity

INNOCENCE. Here is a "near white" fuchsia that can take it. We have found it outstanding in its willingness to bloom and in its resistance to unfavorable conditions. This fuchsia is not offered as a white fuchsia nor as a variety producing exceptional individual flowers but as a variety unsurpassed for its brilliancy and performance in the garden. The dense bushy plant is covered with small leathery foliage of fine green quality and it is festooned with a continuous and unparalleled profusion of flowers. The double flowers are medium sized semi-double with spreading, glistening white petals and upturned horizontal sepals of palest rose deepening to Crimson (HCC 22/1) at their base. The short tube is Crimson. Buds are greenish white. The growth is dense and branching with exceptional small foliage. Sparkling and much admired. Easy.

Dressed for the Ballet

TUTU. A small branching bush with small thick leathery foliage. In our field this plant proved surprisingly sun tolerant for a flower in the Flirtation color range and in addition the flowers proved of exceptional size and substance.

The large flat double flowers have densely spreading irregularly lobed petals of pale Rhodamine Purple (HCC 29/3) flecked with pale Aster Violet (HCC 38/3). The spreading sepals are palest rose inside and greenish white outside. Tutu is the toughest flower we have seen in the pale rose and blue group and the fading qualities are surprising for the group. Old flowers are almost as attractive as those just freshly unfolded.

Ideal for pot work because of its dense growth and large flowers and unconditionally recommended to lovers of delicate coloring in fuchsias.

Worthy

MRS. LAWRENCE LYONS. A sport of Nonpareil which has the same superlative characteristics of growth and foliage as its precursor. It differs from Nonpareil only in color which is in the rose magenta range (officially pale Fuchsia Purple HCC 28/2). The color changes occurring in ageing flowers are in intensity only and the plant never displays the faded look common to the old variety Nonpareil. A perfect hanger, climber or bush and should be in every collection. Good, easy, recommended.

GENERAL LIST

DOUBLE "PURPLE" GROUP

* **CHRYSANTHEA**—easy, full trailer, red and purple.

COMMANDER IN CHIEF—largest red and purple.

GYPSY QUEEN—red and mauve, fine.

MISS PRIM—light red and purple.

MRS. DESMOND—darker than Gypsy Queen.

PHENOMENAL—fine old red and purple.

REITER'S GIANT—freest large purple, strong.

ROYAL PURPLE—fine color, medium size, bushy.

SAN MATEO—large red and purple, trailer.

#^{1/2}* **THE DOWAGER**—large, free red and purple.

^{1/2}* **TITANIC**—climbing marbled light purple.

#^{1/2}* **UNCLE JULES**—bluish purple, extra.

VIOLET GEM—Fine violet large spreading flowers.

WINSTON CHURCHILL—red and "blue" pot variety.

SINGLE "PURPLES"

x **ESPERANZA**—small red and purple, free.

JUPITER—spreading petals, red and purple, fine.

LORD BYRON—small free-blooming Jupiter.

OREGON TRAIL—large flat light purple petals, sepals crimson, cool.

* **PURPLE SAGE**—large flat purple corolla, fine.

DOUBLE MAGENTA ("RED") GROUP

AMAPOLA—Semi-double, large magenta, very showy trailer.

#x* **ANNA**—finest large magenta.

BEAUTY OF EXETER—old favorite magenta.

CLARION—strong globular crimson.

#x **CRESCEDO**—brilliant red and magenta.

#x **RUBEO**—very fine, carmine and crimson.

x **SANTA CRUZ**—crimson, large.

SHARON—scarlet and rose bengal, vigorous.

SUNBURST—carmine & crimson, medium, semi-double.

##* **TRAIL BLAZER**—double Red Spider patent applied for \$1.00.

SINGLE MAGENTAS

- #* **CASCADE**—pale magenta, best trailer.
 - #* **CLARET CUP**—darker, large semi-double, Cascade.
 - # **GAY SENORITA**—immense light magenta.
 - * **HALLOWEEN**—larger, pinker, later Cascade.
 - x* **MARINKA**—old favorite, dark reddish magenta.
 - ½* **MURIEL**—old favorite magenta.
 - * **NIOBE**—Pale rose and magenta.
 - RED MONARCH**—well-formed magenta.
 - #* **RED SPIDER**—finest single magenta trailer.
 - * **UTOPIA**—strong climber, huge, magenta.
-

DOUBLE WHITE AND PINK (red sepals)

- x **BARRINGTON**—heat tolerant, small Fascination.
 - BUFFON**—red and pinkish globular.
 - # **CATALINA (White Wonder)**—red and white Gypsy Queen.
 - DR. JOHN GALLWEY**—large elegant red and white.
 - # **FASCINATION**—good small bush, flowers fine, very pink.
 - HOLLYDALE**—Fascination colored Winston Churchill.
 - x **MME. CORNELISSEN**—small, clean, red and white, finest large shrub.
 - MME. JACQUES FEUILLET**—huge, loose red & pink.
 - ½* **MOLESWORTH**—clear red and white, medium, good.
 - # **PAN AMERICA**—finest red and rosy white, huge.
 - ½* **PUGET SOUND**—rosy red, white.
 - # **STORM KING (Frau Emma Topfer)**—healthy large red and white.
 - #* **SWINGTIME**—white with rosy sepals, fine heat tolerant.
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SINGLE RED AND WHITE

- ALICE HOFFMAN**—small bush, small red and white flowers.
 - SOUTH PACIFIC**—flat large pink veined white petals, magenta sepals.
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WAXY WHITE AND APRICOT TUBED SINGLES

- AURORA SUPERBA**—yellowest orange.
 - * **COLUMBIA**—light magenta with near white tube, sport of America.
 - # **FALLING STARS**—scarlet and turkey red.
 - LADY HEYTESBURY**—white and crimson, upright.
 - LUSTRE IMPROVED**—white and crimson, medium vigor.
 - MRS. RUNDLE**—old favorite, apricot, graceful.
 - #* **MRS. VICTOR REITER**—white and crimson, best trailer in color.
 - OTHERFELLOW**—white and soft coral, dainty.
 - ½*x **SAN FRANCISCO**—carmine, rose & geranium lake, fine.
 - # **"SUPER BRITISH"**—unlabeled from England, white and crimson.
 - VENUS VICTRIX**—1840 original white tube, historical.
-

good commercial variety
* trailer
x stands heat

APRICOT TUBED, SPREADING PETALS

- LUCIENNE BREVAL**—rose sepals and petals, fine but difficult.
MAZDA—carmine, fine grower.
ROSE PILLAR—neyron rose and geranium lake, tall.
SACRAMENTO—pale carmine, strong, heat tolerant.
SUNSET—salmon orange, free.

PASTEL SINGLES

- COUNTESS OF ABERDEEN**—small pot variety, dainty rose white.
x **ERECTA**—small pale lavender.
FORMOSISSIMA—white tube and sepals, rose petals, very beautiful.
$\frac{1}{2}$ * **JACK SHAHAN**—rose bengal showy.
MELODY—pale nevron rose, good form, tops.
x **MRS. W. P. WOOD**—palest rose, very strong, hardy.
ROSE OF DENMARK—perfect rose flowers, slow, fine.
#x **STARGAZER**—improved darker large ERECTA.

DOUBLE WHITES

- ## $\frac{1}{2}$ * **FLYING CLOUD** (Patent #925, Reiter 1949)—rosy white, easy \$1.00.
INNOCENCE—See New Introductions \$1.00.
$\frac{1}{2}$ * **JOAN OF ARC**—pure white, fine form.
MARIONETTE—small bush, rose and white.
PATTY EVANS—large rose and white, vigorous.
SNOWBALL—See New Introductions \$1.00.
WHITEMOST—large, rose and white, fine color.

NOVELTY DOUBLE PASTELS

- COLOMBINE** (1949 Reiter)—white and rhodamine purple.
CRINOLINE—1950 white and rose (Pat. Appl. for) \$1.00
DIADEM—medium pale rose and peony purple.
 $\frac{1}{2}$ * **ELSA**—large Nonpareil, less vigor, beautiful.
FLIRTATION—pale rose Lucky Strike.
GRAY LADY—See New Introductions \$1.00.
GUENIVERE—large near single lavender and rose.
HIS EXCELLENCY—See New Introductions \$1.00.
MRS. LAWRENCE LYONS—See New Introductions \$1.00.
 $\frac{1}{2}$ * **PASTEL**—pale rose and orchid pink, very free.
REVERIE—large all rose.
SAN PABLO—pale orchid San Mateo.
SEVENTEEN—all clear rose.
TUTU—See New Introductions \$1.00.

DOUBLE PALE BLUES AND PURPLES

- AUNT JULIANA**—1950 pale lavender. Sport of Uncle Jules.
BERNADETTE—"Veronica Blue" and rose, beautiful.
BLUE PENDANT—beautiful light blue.
ECSTACY—pale rose and blue, cool.
LUCKY STRIKE—rose and purple marbled rose, striking.
* **MERLE HODGES**—"powder blue" and rosy red, cool.
NEW HORIZON—1950 pale rose and light blue.
* **NONPAREIL**—pale rose and pale lavender, supreme.
ROSEMARYE—pale pink and pale violet, small.
SEA FOAM—rosy white and smokey purple.
TREASURE—fine "blue" type, large.
 $\frac{1}{2}$ * **VALENTINE**—large rosy white and imperial purple.
WEDGEWOOD—smoky blue and white, cool.

- # good commercial variety
* trailer
x stands heat

VARIEGATED

#* AUTUMNALE—young foliage golden, magenta flowers.

MAGELLANICA VARIEGATA—strong, silvery variegated, good.

SUN RAY—very variegated, slow grower.

TOM WEST—F. "alpestris" with light speckled foliage.

TRIPHYLLA HYBRIDS (SINGLE)

x GARTENMEISTER BONSTEDT—clusters, red leaves.

x LEVERKUSEN—lots of firecrackers.

MANTILLA**—pure Carmine exquisite—heat.

#*x TRUMPETER—geranium lake, long tube.

SPECIES AND NEAR SPECIES

BOLIVIANA ALBA—long hanging flowers, huge leaves, brilliant.

CHANG—small flowers, orange.

FANFARE—long turkey red winter flowers, climbing.

PROCUMBENS—creeper, orange berries, straw and blue upright flowers.

REFLEXA—tiny orange flowers, small bush.

STRONG SHRUBS

CARDINAL—single magenta.

SCHILLER—rose and lavender.

Other fuchsias are stocked and can be supplied to order.
Please inquire.

Every attempt is made to supply good stock true to name and free from pests and disease. Packing and shipping is carefully and expertly done . . . No effort will be spared to maintain the standard of quality which La Rochette has set for over a decade.

PRICES: of all varieties on the above list except where otherwise noted .

After April 1st 60¢ each from 4 inch pots.

Before April 1st—60¢ from 2½ inch pots.

(unless 4 inch pot plants already available)

Add 3% Sales Tax in California

Add 3½% in San Francisco

SHIPMENTS: Minimum shipments \$3.50, packing free.

Cash with your order, not prepaid.

Give your complete address.

Specify express or parcel post.

(Express strongly recommended)

SUBSTITUTIONS: We make no substitutions unless they are specified by the customer.

good commercial variety

* trailer

x stands heat

